

MAGAZINE OF THE AMERICAN AND BRITISH TOBACCO TRUSTS FOR ENGLAND'S TRADE.

ENGLISH Syndicate Has Published Requests for the People to "Down the Yankee Monopolies" by Smoking Cigars Made in London.

Special Correspondence of the Sunday Republic.
London, June 28.—A movement is going on between the British Imperial Tobacco Company and the American Tobacco Trust. For years the British have monopolized the tobacco trade of the United Kingdom. They have made the greater part of the cigars, cigarettes and tobacco used, and there are to-day about five hundred tobacco factories in operation in different parts of the country. The American Tobacco Trust made its first invasion some years ago. It began by attempting to purchase the largest of the British tobacco firms, but failed, and it took the second. This was known as "Cigarettes," a tobacco combination with stock selling at a market value of a little over \$2,000,000. The trust paid a premium of \$500,000 to get control of the business, and at once began to push the sales of Yankee-made tobacco after American methods. It was making rapid inroads upon the business of the British when the Imperial Tobacco Company was formed to oppose it. This company now consists of a trust comprising thirteen of the chief firms in the British tobacco trade and covering all parts of the country.

The two trusts are now fighting each other for all they are worth, and the contest is being fought in the most open manner. The American trust is publishing daily articles concerning Mr. Duke, the American tobacco king, and his plans, and the best displayed advertisements are those of the "Cigarettes" company. Yesterday it was said that stores would be established in every village of the United Kingdom for the sale of American-made tobacco, and to-day it is reported that the American syndicate has offered \$80,000,000 a year to the French Government for the monopoly of the tobacco business in France, which is now run by the state. The trust may be that the Americans will establish enormous factories under British names and make their cigarettes and cigars with British labor.

Cigar Advertisement With a British Flag Attached.

The British tobaccoists are much excited over this feature of the invasion. They publish requests for the people to down the Yankee monopolies and buy English tobacco, and over their stores you may see signs urging all patriotic Englishmen to smoke cigarettes and cigars made at home. I paid a shilling for a poster which I saw in a cigar shop near London bridge this morning. It is a cigar advertisement backed with a British flag and addressed to the British public. It reads:

"Americans whose markets are closed by prohibitive tariff laws, have declared their intention of monopolizing the tobacco trade of this country."

It is for the British Public to decide whether BRITISH LABOUR CAPITAL AND TRADE are to be subordinate to the American System of TRUST MONOPOLY and all that is implied therein.

The Imperial Tobacco Co. of Great Britain and Ireland Ltd.

"It is our aim to provide the vast smoking public with cigarettes and tobacco, made solely by means of British labor and capital. It seems to me there are more cigar shops than grocery stores in London. You find them on every corner and in every block. They are different from our American establishments. The shops are small and the most of the goods are in the windows. Little taste is shown in display, and box after box of cigars and cigarettes are piled up on top of the other until the window is full."

Smokers Consumed \$25,000,000 Worth of Tobacco Last Year.

Every tobaccoist sells pipe and tobacco pouches. There are different brands of pipe and plug, and all sorts of smoking tobacco. More smoking is done by means of pipes than cigars, and every other man you meet has a short briarwood pipe in his mouth. This is especially so of the poorer classes. The British are great smokers. They consumed \$25,000,000 worth of tobacco last year, and nine-tenths of the product came from the United States.

They have always gotten the most of their tobacco from us. The weed was first imported by Sir Walter Raleigh in 1585, and later on it became one of the chief articles of trade between the colonies and Great Britain. Some tobacco was planted in England during the time of James I. Tobacco smoking had become general among the upper classes, and both ladies and gentlemen smoked. King James denounced the custom. He prohibited its cultivation in England. Cromwell did the same and ordered his soldiers to transplant the tobacco crops wherever they found them.

Charles II. tried to restrict the tobacco trade to England. He forbade the colonies to ship the product elsewhere, and the result was the ruinous rebellion of the Virginia planters in 1775, which was in reality the commencement of the struggle which culminated in the American Revolution and our independence. In those days the English had the monopoly and the profits. Now the Americans are coming to the front, and the probability is that the trust will win up to the exactions of the past.

I don't know the amount of capital possessed by the Imperial Tobacco Company, but it runs high into the tens of millions. The American Tobacco Company, incorporated in 1890, has a capital of \$25,000,000, and in 1901 it had added to its holdings that outstanding securities aggregated \$70,000,000. The Continental Tobacco Company, organized in 1898, has a capital stock and securities of about \$100,000,000, and there are other companies which represent millions more. It is safe to say that the tobacco companies of America all together have a capital of at least \$150,000,000, and that most of them are more or less interested in this fight.

In the Footsteps of the Ubiquitous Yankee.

Everywhere I go in London I see the footsteps of the ubiquitous Yankee. He is either on the streets with his cigarette and sampler, in the machine shops with his American tools or in the book stores, supplying England with his share of its literature. Mark Twain, Joe Chandler, Harve, Mary Johnston and other well-known American writers are as popular here as at home, and their books are sold by the thousands. The American invasion is not only in the books, but in the materials of which they are made. I dropped into one of the places immortalized by Dickens the other day to buy a lead pencil and a note book. It was, in fact, the "Old Curiosity Shop" about which the great novelist wrote the story of "Little Nell." The sign over the door is that of a stationer named Poole. I asked him for his best lead pencil, and he showed me two, which were apparently just alike, but one of which cost twice as much as the other. The expensive lead pencil was made in Austria, costing 1s. 6d., and the other was almost a facsimile for 5s. cents, but on the back of the second I noticed a stamp showing that it was made by the Eagle Pencil Company of New York. The stationer told me that much of his paper came from America. This is especially so of the cheap grades, the most of the newspapers being printed on paper made of American wood pulp.

Speaking of printing, Benjamin Franklin did some of his first printing in London. I came upon his old home in one of the houses of Craven street this morning. It is within a stone's throw of Charing Cross and there is a marble slab on the wall upon



which are the words "Benjamin Franklin once lived here." I stumbled across a statue of George Peabody, our first charitable millionaire, back of the Bank of England yesterday, and when I went to Westminster Abbey shortly before it was closed for the day, I found a yellow card laid on one of the tombs a quotation concerning the beauty of the place from Oliver Wendell Holmes.

Marble Bust of Longfellow in Westminster Abbey.

I soon drifted into the poet's corner and there upon the wall just next to a statue of Shakespeare was a most beautiful marble bust of our poet Longfellow, with an inscription stating that it had been erected by the British admirers of the American poet.

You all know something of the wonders of St. Paul's Cathedral. It is one of the largest churches of the world and in many respects the most beautiful. Many of you have visited it, but I doubt if you have seen the vast structure as I saw it the other day lighted with the wonderful electric lights in the beautiful fixtures presented to the church by an American trust magnate. Pierpont Morgan has furnished the

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